

Mt. Ashland Sustainable Slopes

**A “Green” Program Embracing the
National Ski Association Environmental Charter**



*"In our every deliberation we must consider the impact of
our decisions on the next seven generations."*

*-from the Great Law of the Haudenosaunee
(Six Nations Iroquois Confederacy)*

Introduction

The pioneers of Mt. Ashland Ski Area were drawn to the mountain out of love for the outdoors. This passion for the outdoor lifestyle helped inspire a generation to become more thoughtful about human impacts and the relationship we have with our environment. Today, the majority of citizens are more concerned about the environment than they were decades ago. In a world where human impacts are quickly depleting valuable resources, citizens are recognizing that taking actions to support healthy lifestyles and sustainable environment are paramount to future generations.

While striving to avoid and mitigate human impacts at Mt. Ashland, we understand some impacts of a ski area are unavoidable. In learning and acknowledging those tradeoffs, our leaders, employees, and guests gain a greater respect for the environment. For this reason, Mt. Ashland will continue to provide and improve environmental awareness and education for our employees, our guests, and our visiting school children. Our Winter Science Program and Youth Summer Service Program serve as outstanding examples of how the mountain can be used as an educational tool.

Many of the practices, attitudes, and human impacts over the last century have been problematic in terms of protecting and sustaining the environment. A major focal point of the solution is adopting, practicing and living in awareness of the sensitive environment that surrounds us. As an organization, we have adopted the following vision statement, mission statement and values in our quest to be responsible, proactive stewards of the land.

Environmental Vision Statement

Our vision is that every guest could produce a net environmental benefit by visiting Mt. Ashland instead of traveling to another ski area. Mt. Ashland will have a reputation for studying every feasible option for improving the use of natural resources, minimizing negative impacts, and providing the best alpine education experiences available. In this vision, employees and guests alike will make an extra effort to protect future generations. The organization will be known for its honesty, integrity, and protection of environmental and cultural values.

Environmental Mission Statement

To demonstrate Mt. Ashland's commitment to environmental protection and stewardship through practice and education.

Core Environmental Values for Mt. Ashland Association:

1. The respect and sense of place humans gain from their time in the alpine environment.
2. The physical, emotional, and spiritual well-being of ourselves and our community.
3. Recognition and minimization of negative human impacts on the ecosystems connected to Mt. Ashland.
4. Minimization of the ecological footprint of Mt. Ashland through a net reduction in the amount of energy and other resources expended per guest/per visit.
5. Reducing energy expenditure and greenhouse emissions by purchasing locally produced products and services.
6. Reducing the amount of pollution released into our environment.

What Kind of Environmentalism Should We Practice?

While we often aspire to be everything and do everything, Mt Ashland sometimes has to make compromises in order to maintain all of our environmental values. Compromises are made only after evaluating the available options and the associated outcomes. We must be ourselves; a local non-profit ski area staying in business to support the health and education of human beings while minimizing environmental impacts. We believe that sustaining the Mt. Ashland Ski Area is a worthwhile cause.

We can wonder what it means to be an *environmentalist*. The dictionary describes an *environmentalist* to be “one concerned about environmental quality especially of the human environment with respect to the control of pollution.” Many other meanings are often associated with being an environmentalist, but the phrase “one who practices sustainability” is appropriate in describing what we at Mt. Ashland strive to accomplish. Sustainability and environmentalism are inseparable. These concepts motivate us to think about our role in the ecosystem and to minimize our impacts while moving forward in an environmentally conscious manner.

Environmental Stewardship Does Require Extra Effort

Mt. Ashland is one of a few community-owned ski areas in the country. While our vision, mission, and values support an environmental ethic, guests and employees ultimately are the people who own Mt. Ashland Association and have the power to support environmental responsibility. Many investments and ongoing improvements are needed, and as a non-profit, Mt. Ashland’s principal investors are our guests. The returns the “investors” receive are the quality and benefits of the services Mt. Ashland provides.

For the reasons listed above, individuals also have responsibility to support environmentally sensible products and capital improvement projects at Mt. Ashland. Both employees and guests also need to step up efforts to avoid, mitigate, *reduce, reuse, and recycle*. Ski areas cater to their customers. The more obvious employees and guests make their environmental values – for example, by carpooling to the mountain in a fuel efficient vehicle or purchasing alternative

energy such as wind power – the more support Mt. Ashland has for sharing those environmental values.

No Greenwash

Mt. Ashland is a small, community-owned ski area dedicated to minimizing ecological impact. Since the beginning of Mt. Ashland Association, the Board of Directors, staff, and community members have voiced the importance of environmental stewardship. They have contributed countless hours towards the creation of a strategic plan. As a result, the organization is making systematic, dedicated and sincere changes within the organization to accomplish the goals established in the plan. By implementing many of goals in the Strategic Plan, choices more sensitive to the environment are often made even when a greater financial investment is required.

Mt. Ashland Sustainability Principles in Action

The NSAA Environmental Charter serves as a guide for us to put environmental principles into action. The principles guide us in three main areas.

1. Planning, Design, and Construction
2. Operations
3. Education and Outreach

The Principles are voluntary and intended to provide overall guidance for improving environmental stewardship instead of simply asking us to meet a list of requirements that must be applied in every situation. The Principles are meant to go “beyond compliance” in those areas where improvements make sense and are economically feasible. Mt. Ashland is already required to meet federal, state, and local environmental protections. Through these principles, we are striving to improve our overall environmental performance, whether in the form of achieving efficiencies, sustaining resources, or enhancing the public’s awareness of our alpine environment.

PLANNING, DESIGN, AND CONSTRUCTION

In planning, design, and ultimately the construction of trails, base areas and associated facilities we have the opportunity to explore ways of integrating natural systems and addressing short and long-term environmental impacts to our natural resources. This can create opportunities to address past and future disturbances in the area and help mitigate unavoidable impacts.

PRINCIPLES

- Engage local communities, environmental groups, government agencies, and other stakeholders in up front and continuing dialogue on development plans and their implementation.
- Assess environmental concerns and potential restoration opportunities at local and regional levels.

- Plan, site, and design trails, on-mountain facilities and base area developments in a manner that respects the natural setting and avoids, to the extent practical, outstanding natural resources.
- Integrate natural function and blending ski area facilities into the surrounding environment.
- Make water efficiency, energy efficiency and renewable energy use and materials efficiency priorities in the design of new facilities and upgrades to existing facilities.
- Use high-density development or clustering to reduce sprawl, provide a sense of place, reduce the need for cars, and enhance the pedestrian environment.
- Meet or exceed requirements to minimize impacts associated with ski area construction.

ENGAGING LOCAL COMMUNITIES AND STAKEHOLDERS IN AN UP FRONT AND CONTINUING DIALOGUE ON DEVELOPMENT PLANS

- Through newsletters, public and private meetings, and media exposure Mt. Ashland encourages input and education of our core groups of stakeholders in this process.

MAKE WATER EFFICIENCY, ENERGY EFFICIENCY AND CLEAN ENERGY USE AND MATERIALS EFFICIENCY PRIORITIES IN THE DESIGN OF NEW FACILITIES AND UPGRADES TO EXISTING FACILITIES

- The Facilities and Planning Committee of Mt. Ashland Association, along with staff, look for opportunities to integrate efficiency and sustainability into current and future facilities.

MEET OR EXCEED REQUIREMENTS TO MINIMIZE IMPACTS ASSOCIATED WITH SKI AREA CONSTRUCTION

- Our board of directors, management, employees, and the community are cognizant of the importance of mitigating impacts of construction.

SEEKING OPPORTUNITIES FOR ENVIRONMENTAL ENHANCEMENT AND RESTORATION

- Following recommendations from the USFS, staff input and utilizing sound management practices, enhancement and restoration of areas and services are continually monitored for impact to the environment. Also used as a guideline for operations is the “Best Practices” manual from NSAA. This manual was assembled for use as a guidebook in looking at growth and current operations of ski areas and is intended to be used as a model for growth.

MINIMIZING ROAD BUILDING WHERE PRACTICAL

- In the planning process road building is kept to a minimum in all projects. Wherever possible existing roads are utilized, even if they do not provide the most direct route, and/or the lifts are used to transport materials and personnel to the site in construction, trail, and maintenance work.

APPLYING SOUND ON-MOUNTAIN CONSTRUCTION PRACTICES

- Great care is taken in trail siting and construction, site location for buildings and facilities, and access routes on all projects. Minimizing visual impact, implementing passive solar design and the overall effect on the surrounding natural resources are taken

into consideration on all projects as well as the safety of guests utilizing the Mt. Ashland Ski Area.

OPERATIONS

In day-to-day operation of our ski area and associated facilities, many opportunities exist for environmental stewardship, conserving natural resources, and achieving efficiencies. Taking advantage of these opportunities will not only benefit the environment, but can also result in long-term cost savings.

WATER RESOURCES

Water is an important resource for ski areas as well as the surrounding natural environment and communities, and should be used as efficiently and effectively as possible. At Mt. Ashland, we must use a certain amount of water in order to maintain our state-of-the-art waste water treatment facility. After the water is fully treated, it is released back into the natural system. Mt. Ashland operations do not have a net effect on the amount of water available for other beneficial uses in the watershed. Nevertheless, practicing water conservation may minimize costs and save other resources.

WATER USE IN FACILITIES, WATER QUALITY MANAGEMENT, WASTEWATER MANAGEMENT AND MONITORING

PRINCIPLES

- Conserve water and optimize efficiency of water use in ski area facilities.
- Strive to exceed water quality-related requirements governing ski area operations.
- Manage wastewater in a responsible manner.

INSPECTING WATER SYSTEMS AND MONITORING TO REDUCE LOSS

- Regular inspections are performed and leaks are fixed promptly.

INSTALLING WATER EFFICIENT EQUIPMENT IN FACILITIES

- Water efficient dishwashers are utilized in the café and bar.

PARTICIPATING IN WATERSHED PLANNING, MONITORING, AND RESTORATION EFFORTS, EROSION CONTROL AND SEDIMENT CONTROL

- Erosion Control and Slope Improvement.
 - a) Our Summer Erosion Control and Re-vegetation Plans include an annual assessment in cooperation with the Forest Service, work plan development and completion using a variety of best management practices.
 - b) By implementing state-of-the art erosion control projects and using adaptive management, we hope to create a net reduction, over time, of unnaturally occurring sediments from the ski area.
- We utilize a state-of-the-art oil/water separator in our vehicle maintenance area.

USE APPROPRIATE WASTEWATER TREATMENT TECHNOLOGY OR ALTERNATIVE BEST MANAGEMENT PRACTICES TO PROTECT WATER QUALITY

- Mt. Ashland installed a state-of-the-art wastewater treatment facility, drastically improving upon the previous methods of treatment. Originally, the wastewater was released into a large drain field beneath the parking lot. The new facility treats the wastewater to near-drinking standards prior to being released into an extensive drain field.

MONITOR WASTEWATER QUALITY

- Regular testing is done to monitor the quality of water being released into the drain field. This allows our wastewater plant operators to make adjustments with additional treatment if necessary. The Department of Environmental Quality requires independent tests to insure we are in compliance with our permit.

ENERGY CONSERVATION AND CLEAN ENERGY

Ski areas can be leaders in implementing energy efficiency techniques and increasing the use of renewable energy within their operations to conserve natural resources, reduce pollution and greenhouse gasses and reduce the potential impacts of climate change.

ENERGY USE FOR FACILITIES, CHAIR LIFTS, AND VEHICLES

PRINCIPLES

- Reduce overall energy use in ski area facilities.
- Use renewable energy in ski area facilities.
- Strive to exceed energy standards in new or retrofit projects.
- Reduce energy use in lift operations.
- Reduce fuel use in ski area vehicles.
- Use cleaner fuel.

AUDIT CURRENT USAGE LEVELS AND TARGET AREAS FOR IMPROVEMENT

- Staff analyzes information on current usage levels and is identifying potential options for improvement.

ESTABLISH SEASONAL BASELINE USAGE AMOUNTS AND INDICATORS

- Staff has established a baseline with current and past usage.

DEVELOP AN ENERGY MANAGEMENT PLAN THAT ADDRESSES SHORT AND LONG TERM ENERGY GOALS, STAFFING, AND SCHEDULES FOR NEW AND RETRIOFIT PROJECTS

- We are currently implementing a number of projects to improve energy efficiency in our facilities including: high efficiency windows, sealing of all windows and doorways, and adequate insulation where practical. Staff and the Facilities and Planning Committee are currently identifying long-term improvement plans for current and future facilities.

UTILIZE BUILDING AUTOMATION SYSTEMS

- We utilize automatic thermostats. We will develop a tutorial that teaches employees how to modify thermostat programs in the effort to reduce energy consumption from buildings such as the rental shop. Staff can then monitor and calculate energy savings and determine optimum thermostat program settings for the building.

PERFORM LIGHTING RETROFITS TO PROVIDE MORE ENERGY EFFICIENT LAMPS AND RETROFIT EXIT SIGNS TO USE LOW WATT BULBS

- Staff is performing a retrofit analysis and researching product information. This information enables us to perform a cost-to-benefit analysis of replacing lamps, bulbs, and other items.

USE PEAK DEMAND MITIGATION, DISTRIBUTION, ON-SITE POWER GENERATION AND STORAGE, AND REAL TIME MONITORING OF ELECTRICITY USE

- We generate power from generators as needed. An upcoming research project will study options, potential benefits, and the potential impacts of producing power during peak demand times.

WORK WITH UTILITIES TO MANAGE DEMAND AND TAKE ADVANTAGE OF COST SHARING PLANS TO IMPLEMENT ENERGY SAVINGS

- Staff is exploring the potential benefits of a cost sharing plan.

ENTER INTO LOAD SHARING AGREEMENTS WITH UTILITIES FOR PEAK DEMAND TIMES

- Staff is currently evaluating the potential benefits of a load sharing plan.

USE RENEWABLE ENERGY SOURCES

- We annually purchase through the Bonneville Environmental Foundation 780,000 kWh of renewable power. This amount represents approximately 100% of our total annual usage of electricity. We offer options that would give guests an opportunity to donate to the "Green Chair" program.
- We are studying the idea of running the backup engines for the lifts and our grooming fleet with bio-diesel fuel.

USE MODERN, HIGH EFFICIENCY MOTORS

- We recently purchased a new motor for the Ariel lift. We will continually update and replace old parts whenever possible.

PROVIDE SHUTTLES OR TRANSPORTATION FOR GUESTS AND EMPLOYEES

- We operate a free employee shuttle. The program provides a valuable service to our employees and reduces the total number of employee vehicle trips to Mt. Ashland.
- Mt. Ashland provides a ski bus service for guests on weekends and holidays.
- We are also studying the feasibility of an all-day shuttle system to run on weekends and holidays.

ENCOURAGING CARPOOLING WITH STAFF

- We encourage carpooling among employees because it saves fuel and money. Many employees have the same work schedule, so carpooling can be a very convenient and cost-saving option.

ENCOURAGING CARPOOLING WITH GUESTS

- We provide incentives for guests who carpool to the mountain. Incentives vary from season-to-season. On weekends and holidays, Guests have increased motivation to carpool because our parking lots are usually filled to capacity during peak times.

USE ALTERNATIVE FUEL SUCH AS BIODIESELS OR HYBRID ELECTRIC ENGINES IN SKI AREA FLEET VEHICLES INCLUDING SHUTTLES, TRUCKS, SNOWCATS AND LOADERS.

- Mt. Ashland's supply company offers bio-diesel options including B20, which is a bio-diesel consisting of 20% bio-fuel. B99 is available in our area, however, it congeals in low temperature conditions and the supply is not always available. At this time, the use of anything above B10 may violate the service contracts we have for our diesel engines. Our service providers are currently re-evaluating the effects of different percentages of bio-diesel in an effort to get the contract provisions changed.
- B20 consists of 80% regular diesel (which is not considered a renewable resource). In the consideration of this limited benefit, we decided to re-direct the price difference toward increasing the purchases of wind energy instead, netting us a better reduction of emissions and investment in renewable energy. As the price of bio-fuel becomes more competitive with regular diesel and our service contracts are changed, we will perform a test run that if successful, would reduce emissions produced by our grooming fleet. Since Mt. Ashland has primarily steep terrain, we still need the opportunity to evaluate whether or not B20 would result in a loss of horsepower, thus decreasing fuel efficiency per hour of operation.

CONDUCTING REGULAR MAINTENANCE OF FLEET VEHICLES

- Mt. Ashland maintains an expert vehicle shop staff dedicated to keeping our vehicles in top shape.

WASTE MANAGEMENT

The Principles below incorporate the "REDUCE, REUSE, RECYCLE" philosophy of waste management to help ensure materials are being used efficiently and disposed of only after consideration is given to reusing or recycling them. Reducing waste helps protect natural resources, reduces pollution, greenhouse gasses and energy use by decreasing the need to produce new materials while minimizing disposal costs.

WASTE REDUCTION, PRODUCT REUSE, RECYCLING

PRINCIPLES

- Reduce waste produced at all Mt. Ashland facilities.
- Reuse products and materials.

- Increase the amount of materials recycled at Mt. Ashland facilities.

PURCHASING PRODUCTS IN BULK TO REDUCE UNNECESSARY PACKAGING

- Our managers know that it is very important to minimize the amount of packaging going into our waste stream. Whenever possible, we purchase items in bulk and in reusable containers.

ENCOURAGING VENDORS TO OFFER “TAKE BACK” CONTAINERS FOR THEIR PRODUCTS

- Many of our vendors currently provide “take back” containers. The process of implementing this technique is ongoing.

USE WASHABLE OR COMPOSTABLE TABLEWARE/SILVERWARE IN CAFETERIAS AND LODGES

- Staff is studying the potential impacts of switching to washable utensils and tableware. We’re looking at the tradeoffs of a significant increase in the use of dishwashers.

RECYCLING

- We recycle paper, cardboard, aluminum, glass, toner, grease, motor oil, antifreeze, steel, and old skis and snowboards.

MAKING RECYCLING EASY

- We have recycling containers placed throughout the facilities. Staff is investigating additional methods of improving participation in on-mountain recycling.
- We see the need to further improve our recycling program and to remind ourselves, our employees, and our guests to pay closer attention to what we put in the trash. We estimate that 30% of what ended up in our garbage during the 2006 season was actually recyclable material.

SAFELY STORING AND DISPOSING OF POTENTIALLY HAZARDOUS MATERIALS SUCH AS SOLVENTS, CLEANING MATERIALS, PESTICIDES AND PAINTS

- Our waste water treatment plant requires tight control on the inputs to our waste water system.
- We utilize a state-of-the-art oil separator system for our vehicle shop drains.
- We use non-toxic biodegradable solvents.
- We use bio-degradable hydraulic oil in our drive and auxiliary systems.
- We properly dispose of used oil filters, batteries, tires, and any toxic chemicals.

HABITAT MANAGEMENT

Mt. Ashland is part of a larger ecosystem. Mt. Ashland Association, management, and staff strive to be responsible stewards. We have to work in cooperation with landowners, managers, local communities and other stakeholders for an effective ecosystem management approach. There are measures ski areas can take to better understand, minimize, and mitigate impacts to fish and wildlife, and in some cases, enhance habitat, particularly for species of concern. The

benefits of these measures include promoting biodiversity and maintaining the integrity of the natural systems that attract guests to the mountain landscape.

Additionally, we recognize the importance of responsible stewardship in managing the forests and vegetation that support ecosystems and allow for public recreation opportunities. Sound forest and vegetative management can benefit fish and wildlife habitat, protect water quality and viewsheds, and reduce erosion, pollution, and greenhouse gasses.

Finally, we are concerned with air quality and visual impacts at Mt. Ashland because it has a part in the overall experience Mt. Ashland Ski Area provides for its guests.

FOREST, VEGITATIVE, AIR QUALITY, AND VISUAL QUALITY

PRINCIPLES

- Minimize impacts to fish and wildlife and their habitat and maintain or improve habitat where possible.
- Manage effects on forests and vegetation to allow for healthy forests and other mountain environments.
- Avoid or minimize impacts to wetlands and riparian areas, and offset unavoidable impacts with restoration, creation or other mitigation techniques.
- Minimize negative impacts to air quality.
- Reduce operations-related air pollution and greenhouse gas emissions as feasible.
- Create built environments that complement the natural surroundings.
- Explore partnerships with other stakeholders that can help protect open lands and local viewsheds.

INVENTORYING AND MONITORING FISH AND WILDLIFE AND THEIR HABITATS, PARTICULARLY PROTECTED SPECIES

- We work in cooperation with the appropriate agencies such as the Fish and Wildlife Service and the US Forest Service to support monitoring efforts.

SITING AND DESIGNING TRAILS AND FACILITIES TO INCLUDE GLADED SKIING AREAS, LINKAGE OF UNGLADED AREAS TO MAINTAIN BLOCKS OF FORESTED CORRIDORS AND INTER-TRAIL ISLANDS TO REDUCE FRAGMENTATION WHERE APPROPRIATE

- These techniques will be considered in the design of all current and future ski area improvement projects.

CREATING OR RESTORING HABITAT WHERE APPROPRIATE, EITHER ON OR OFF SITE

- Opportunities to restore habitat are given direct attention and support. US Forest Service guides the implementation of any habitat restoration activities at Mt. Ashland. Staff welcomes ideas for improving the suitability of habitat connected to activities at Mt. Ashland.

INVENTORYING AND MONITORING FOREST AND VEGETATIVE RESOURCES, AND ADOPTING A VEGETATIVE MANAGEMENT PLAN

- US Forest Service and partner agencies inventory and monitor designated resources. Mt. Ashland assists the Forest Service as needed. A vegetative management plan is also part of the Forest Service process. Sensitive species and resources are managed accordingly.
- Future improvement plans will be carefully monitored for environmental impacts. Mt. Ashland is committed to training staff in effective monitoring practices and increasing our monitoring efforts where it makes sense.

MINIMIZING THE REMOVAL OF TREES THROUGH CAREFUL SITING AND DESIGN OF TRAILS

- The removal of trees is carefully scrutinized. Mt. Ashland Association, the US Forest Service, and the community provide constructive ideas which are integrated into trail design.

USING OVER-THE-SNOW SKIDDING TO MOVE DOWNED LOGS DURING TIME OF SUFFICIENT SNOW COVER

- To the extent possible, this technique will be used at the Mt. Ashland Ski Area.

USING HELICOPTER LOGGING TO REMOVE LOGS DURING THE EXPANSION PROCESS

- As per the requirements of the Record of Decision all logs removed during the expansion process will be removed by helicopter thus eliminating the ground impact from wheeled or tracked vehicles.

RE-VEGETATING ROADS THAT ARE NO LONGER USED

- Decommissioned roads are re-vegetated with approval of US Forest Service.

RE-VEGETATING DISTURBED AREAS WITH NATIVE PLANT SPECIES AND GRASSES, RECOGNIZING THAT FASTER GROWING NON-NATIVE SPECIES MAY BE NEEDED TO ADDRESS EROSION

- During the summer, native species are planted to mitigate past disturbances. The US Forest Service develops the appropriate planting work plan in cooperation with staff. Mt. Ashland employees, volunteers and students in the Youth Summer Service Program perform the task of planting the vegetation.
- Future disturbances will be balanced with extensive mitigation. Staff will assist with the monitoring of disturbed sites and implementing the appropriate mitigations.

RE-VEGETATING DISTURBED AREAS AS QUICKLY AS POSSIBLE FOLLOWING DISTURBANCE

- Disturbed areas will be re-vegetated as quickly as possible to prevent excessive erosion from occurring.

EMPLOYING PRACTICES TO CONTROL INVASIVE OR NOXIOUS WEEDS

- In cooperation with US Forest Service, Mt. Ashland staff, volunteers and students may assist with invasive and noxious weed control near the ski area.

RE-VEGETATE AS APPROPRIATE TO CONTROL DUST

- Re-vegetation to address concerns about dusty areas go hand-in-hand with erosion control. Other dust abatement techniques may also be used depending on the situation.

SWEEPING PAVED PARKING LOTS PERIODICALLY

- Oregon State Department of Transportation manages the ski area parking lots at Mt. Ashland. Parking lot maintenance is typically performed by ODOT which does periodic sweeping whenever possible.
- Construction activities may require additional sweeping. Staff and contractors will monitor the need for sweeping and other dust abatement techniques.

PLANNING WITH LANDSCAPE VALUES IN MIND

- The consideration of visual impacts on the community and Guests are analyzed during the process of performing an Environmental Impact Statement. Everyone is encouraged to provide comments and recommendations during the process.

KEEPING AREAS FREE OF DEBRIS AND GARBAGE

- “Clean and Green” Events
- “Adopt-A-Road” Cleanup Event
- Continual employee “trash” awareness programs and trash removal.

TRANSPORTATION

Travel to Mt. Ashland has unavoidable impacts. Through alternative transportation initiatives, Mt. Ashland can do its part to help ease congestion and impacts to air quality and improve the ski area experience (see related topic under Energy Conservation and Clean Energy).

OUTREACH/EDUCATION

Since Mt. Ashland is the alpine environment with a direct connection between that natural environment and the guest experience, we have opportunities to provide environmental education and enhance the environmental awareness of employees, guests, and surrounding communities.

STAKEHOLDER INVOLVEMENT

- Environmental Committee
 - Stakeholders are included in the membership of the committee in an effort to gain varying perspectives. Members of the Environmental Committee are involved in ongoing discussion, research and networking.
- Public Board Meetings
 - Public meetings of the MAA board of directors are held to support public involvement in guiding the overall direction of the organization.

EMPLOYEE EDUCATION

- Employee Orientations
 - During orientations, employees are introduced to Mt. Ashland's environmental philosophy and programs.

YOUTH PROGRAMS

- Winter Science Program
 - An ongoing field trip program for schools during the ski season with many educational components including ecology and the discussion of human impacts.
- Youth Summer Service Program
 - An extensive environmental stewardship and natural history education for 8th and 9th graders. This program won the National Silver Eagle Award in 2001 for Excellence in Environmental Education at a North American Ski Area.

GUEST EDUCATION AND OUTREACH

- NSAA's Keep Winter Cool
 - We promote the Keep Winter Cool campaign to our guests in the form of table displays throughout the Lodge. Keep Winter Cool brings attention to the fact that global climate change is effected by human activities and reducing human impact on climate change is an important part of sustaining ski areas for future generations.
- Special events such as our litter cleanups are opportunities we have to work with citizens and promote environmental stewardship.

Sustainability Improvement Projects

Our Environmental Committee studies the feasibility of various project ideas and then makes recommendations to the Board of Directors and General Manager. If the project requires funding or staff time not currently available to Mt. Ashland Association, a general project description, benefits and associated costs will be placed on a document titled "Environmental Improvement Projects in Need of Funding and/or Staff Time." This document will be made available to the public as it is developed. Financial contributions from citizens, public and private foundations, businesses, and Mt. Ashland employees to specific environmental improvement projects will be accepted. Donors may be specific in their instructions for the use of donated funds.

Working Toward a Bright Future at Mt. Ashland

Winter sports are an integral part of the heritage of the Mt. Ashland. We strive to ensure both a healthy environment and economically viable winter sports facilities. This information serves as a platform for common understanding and support, giving our stakeholders a window into the

operation of Mt. Ashland and our environmental philosophy. We hope that our current and future generations of guests will continue to support Mt. Ashland's mission to enrich the lives of our citizens and minimize the ecological footprint we have on the environment. As a hometown ski area, we are privileged to serve this community and cultivate the legacy of Mt. Ashland.

Sincerely,

Kim Clark, General Manager, Mt. Ashland Association

Bill Little, President, Mt. Ashland Association